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05-Apr-91

1991 MARLBORO AUTORACING
COMMUNITY MARKETING PROGRAMS
HISPANIC
(REVISION 5)

MARKET/EVENT	PUBLICATION	MARKET	VEHICLE	FREQUENCY	CIRC.	COST/ INS	UNIT	# INS	TOTAL COST	INSERT DATE(S)	ISSUE DATE	MATERIAL CLOSING DATE
LONG BEACH, CA	OLA	LONG BEACH	ROP	WEEKLY	15,000	$525	5 X 7 (1) B/W	1	$525	W/O 4/8	THURSDAY	4/4
TOYOTA GRAND PRIX	MUNDO ARTISTICO	LOS ANGELES	ROP	WEEKLY	98,841	$2,050	6 X 10.5 (6) B/W	1	$2,050	W/O 4/8	THURSDAY	4/3 (EXT)
APRIL 14	NOTICIAS DEL MUNDO	LOS ANGELES	ROP	DAILY	N/A	$567	6 X 10.5 (6) B/W	1	$567	4/11	THURSDAY	4/9
	EASTERN GROUP	LOS ANGELES	ROP	WEEKLY	54,985	$1,270	6 X 10.5 (8) B/W	1	$1,270	W/O 4/8	THURSDAY	4/5
	HI CASA	LOS ANGELES	ROP	BI-WEEKLY	100,000	$1,259	5 X 6.5 (1) B/W	1	$1,259	4/10	WEDNESDAY	4/4(EXT)
	LA OPINION	LOS ANGELES	ROP	DAILY	107,095	$1,147	6 X 10.5(8) B/W	1	$1,147	4/11	THURSDAY	4/8
								TOTAL MARKET	$6,818			
								GRAND TOTAL	$6,818			
PHOENIX	EL SOL	PHOENIX	ROP	WEEKLY	25,000	$1,453	6 X 10.5 (8) B/W	1	$1,453	W/O 4/8	THURSDAY	4/4 (EXT)
CHECKER 200												
APRIL 21								TOTAL MARKET	$1,453			
								GRAND TOTAL	$1,453			
INDIANAPOLIS	HOME											
INDIANAPOLIS 500												
MAY 26												
DETROIT, MI	EL RENACIMIENTO	LANSING, MI	ROP	MONTHLY	10,000	$616	6 X 7 (1) 2/C	1	$616	6/1	SATURDAY	5/24
VALVOLINE DETROIT												
GRAND PRIX								TOTAL MARKET	$616			
JUNE 16												
								GRAND TOTAL	$616			

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08-Apr-91

1991 MARLBORO AUTORACING
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MARKET/EVENT	PUBLICATION	MARKET	VEHICLE	FREQUENCY	CIRC.	COST/ INS	UNIT	# INS	TOTAL COST	INSERT DATE(S)	ISSUE DATE	MATERIAL CLOSING DATE
CLEVELAND, OH	NONE											
BUDWEISER CLEVELAND GRAND PRIX												
JULY 7												
E. RUTHERFORD, NJ	EL DIARIO LA PRENSA	NEW YORK	ROP	DAILY	56,585	$1,795	6 X 6.75 (T) 2/C	2	$3,590	7/8, 7/12	MON, FRI	7/3, 7/10
MARLBORO GRAND PRIX	NOTICIAS DEL MUNDO	NEW YORK	ROP	DAILY	N/A	$1,480	6 X 10.5 (B) 2/C	2	$2,960	7/8, 7/12	MON, FRI	7/3, 7/9
JULY 14	LA NACION	NEW YORK	ROP	DAILY	N/A	$1,080	5 X 7 (T) 2/C	2	$2,160	7/8, 7/12	MON, FRI	7/3, 7/9
	IMPACTO	NEW YORK	ROP	WEEKLY	46,500	$1,188	6 X 7 (T) 2/C	2	$2,376	W/O 7/1, 7/8	WEDNESDAY	7/1, 7/8
	EL ESPECIAL	UNION CITY, NJ	ROP	WEEKLY	N/A	$684	4 X 6.5 (I) 2/C	2	$1,368	W/O 7/1, 7/8	WEDNESDAY	7/1, 7/8
	LA VOZ HISPANA	NEW YORK	ROP	WEEKLY	68,032	$1,448	6 X 7 (I) 2/C	2	$2,956	W/O 7/1, 7/8	WEDNESDAY	7/1, 7/2
	LA VOZ	NEW YORK	ROP	BI-WEEKLY	N/A	$654	6 X 10.5 (B) 2/C	2	$1,308	W/O 6/24, 7/8	THURSDAY	6/18, 7/2
	EL TIEMPO	NEW YORK	ROP	WEEKLY	37,500	$853	6 X 7 (B) 2/C	2	$1,706	W/O 7/1, 7/8	MONDAY	6/26, 7/3
	RESUMEN	NEW YORK	ROP	WEEKLY	N/A	$617	4 X 7 (T) 2/C	2	$1,234	W/O 6/24, 7/8	THURSDAY	6/19, 7/3
	EL MENSAJE	ELIZABETH, NJ	ROP	WEEKLY	52,000	$408	4 X 8 (T) 2/C	2	$816	W/O 6/24, 7/8	THURSDAY	6/24, 7/8
	LA TRIBUNA	UNION CITY, NJ	ROP	BI-WEEKLY	N/A	$1,000	6 X 8 (T) 2/C	2	$2,000	W/O 6/24, 7/1	MONDAY	6/14, 6/21
	LA TRIBUNA HISPANA	NEW YORK	ROP	WEEKLY	25,000	$436	4 X 8 (T) 2/C	2	$872	W/O 7/1, 7/8	WEDNESDAY	6/26, 7/3
	NOTICIERO COLOMBIANO	NEW YORK	ROP	WEEKLY	N/A	$800	5 X 7 (I) 2/C	2	$1,600	W/O 6/24, 7/8	THURSDAY	6/24, 7/8
	EL HISPANO	PHILADELPHIA	ROP	WEEKLY	10,000	$1,290	5 X 8 (I) 2/C	2	$2,580	W/O 6/24, 7/8	THURSDAY	6/24, 7/8
	VISTA	NY REGION	SUPPLEMENT	WEEKLY	142,100	$5,214	PAGE 4/C	1	$5,214	7/7	SUNDAY	6/11
								TOTAL MARKET	$32,720			
								GRAND TOTAL	$32,720			

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08-Apr-91

1991 MARLBORO AUTORACING
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MARKET/EVENT	PUBLICATION	MARKET	VEHICLE	FREQUENCY	CIRC.	COST/ INS	UNIT	# INS	TOTAL COST	INSERT DATE(S)	ISSUE DATE	MATERIAL CLOSING DATE
BROOKLYN, NY	EL RENACIMIENTO	LANSING, MI	ROP	DAILY	10,000	$516	6 X 7 (T) 2/C	2	$1,232	7/25, 8/1	THURSDAY	7/19, 7/26
MARLBORO 500												
AUGUST 4							TOTAL MARKET		$1,232			
							GRAND TOTAL		$1,232			
DENVER, CO	LA VOZ HISPANA	DENVER	ROP	WEEKLY	12,000	$415	6 X 5.25 (T) 2/C	2	$830	W/O 8/12, 8/19	WEDNESDAY	8/9, 8/16
TEXACO/HAVOLINE	HISPANIA	COLORADO	ROP	WEEKLY	N/A	$604	6 X 8 (T) 2/C	2	$1,208	W/O 8/12, 8/19	WEDNESDAY	8/7, 8/14
GRAND PRIX	VISTA	DENVER REGION	SUPPLEMENT	WEEKLY	45,300	$4,470	PAGE 4/C	1	$4,470	8/18	SUNDAY	7/23
AUGUST 25							TOTAL MARKET		$6,508			
							GRAND TOTAL		$6,508			
NAZARETH, PA	EL HISPANO	PHILADELPHIA	ROP	WEEKLY	18,000	$1,290	5 X 8 (T) 2/C	1	$1,290	W/O 9/23	THURSDAY	9/23
BOSCH SPARK PLUG	EL DIARIO LA PRENSA	NEW YORK	ROP	DAILY	56,585	$1,795	6 X 6.75 (T) 2/C	1	$1,795	9/27	FRIDAY	9/25
GRAND PRIX	NOTICIAS DEL MUNDO	NEW YORK	ROP	DAILY	N/A	$1,480	6 X 10.5 (B) 2/C	1	$1,480	9/27	FRIDAY	9/25
OCTOBER 6	IMPACTO	NEW YORK	ROP	WEEKLY	46,500	$1,188	6 X 7 (T) 2/C	1	$1,188	W/O 9/23	WEDNESDAY	9/23
	EL ESPECIAL	UNION CITY, NJ	ROP	WEEKLY	N/A	$686	4 X 6.5 (T) 2/C	1	$686	W/O 9/23	WEDNESDAY	9/23
	LA TRIBUNA	UNION CITY, NJ	ROP	BI-MONTHLY	N/A	$1,000	6 X 8 (T) 2/C	1	$1,000	9/22	SUNDAY	9/13
							TOTAL MARKET		$7,437			
							GRAND TOTAL		$7,437			

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08-Apr-91

1991 MARLBORO AUTORACING
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MARKET/EVENT	PUBLICATION	MARKET	VEHICLE	FREQUENCY	CIRC.	COST/ INS	UNIT	# INS	TOTAL COST	INSERT DATE(S)	ISSUE DATE	MATERIAL CLOSING DATE
CLEVELAND, OH BUDWEISER CLEVELAND GRAND PRIX JULY 7	NONE											
E. RUTHERFORD, NJ MARLBORO GRAND PRIX JULY 14	EL DIARIO LA PRENSA	NEW YORK	ROP	DAILY	56,585	$1,795	6 X 6.75 (B) 2/C	2	$3,590	7/8, 7/12	MON, FRI	7/3, 7/10
	NOTICIAS DEL MUNDO	NEW YORK	ROP	DAILY	N/A	$1,480	6 X 10.5 (B) 2/C	2	$2,960	7/8, 7/12	MON, FRI	7/3, 7/9
	LA NACION	NEW YORK	ROP	DAILY	N/A	$1,080	5 X 7 (I) 2/C	2	$2,160	7/8, 7/12	MON, FRI	7/3, 7/9
	IMPACTO	NEW YORK	ROP	WEEKLY	46,500	$1,188	6 X 7 (I) 2/C	2	$2,376	W/O 7/1, 7/8	WEDNESDAY	7/1, 7/8
	EL ESPECIAL	UNION CITY, NJ	ROP	WEEKLY	N/A	$684	4 X 6.5 (I) 2/C	2	$1,368	W/O 7/1, 7/8	WEDNESDAY	7/1, 7/8
	LA VOZ HISPANA	NEW YORK	ROP	WEEKLY	68,082	$1,468	6 X 7 (I) 2/C	2	$2,936	W/O 7/1, 7/8	WEDNESDAY	7/1, 7/2
	LA VOZ	NEW YORK	ROP	BI-WEEKLY	N/A	$654	6 X 10.5 (B) 2/C	2	$1,308	W/O 6/24, 7/8	THURSDAY	6/18, 7/2
	EL TIEMPO	NEW YORK	ROP	WEEKLY	37,500	$853	6 X 7 (I) 2/C	2	$1,706	W/O 7/1, 7/8	MONDAY	6/26, 7/3
	RESUMEN	NEW YORK	ROP	WEEKLY	N/A	$617	4 X 7 (I) 2/C	2	$1,234	W/O 6/24, 7/8	THURSDAY	6/19, 7/3
	EL MENSAJE	ELIZABETH, NJ	ROP	WEEKLY	52,000	$408	4 X 8 (I) 2/C	2	$816	W/O 6/24, 7/8	THURSDAY	6/24, 7/8
	LA TRIBUNA	UNION CITY, NJ	ROP	BI-WEEKLY	N/A	$1,000	6 X 8 (I) 2/C	2	$2,000	W/O 6/24, 7/1	MONDAY	6/14, 6/21
	LA TRIBUNA HISPANA	NEW YORK	ROP	WEEKLY	25,000	$436	4 X 8 (I) 2/C	2	$872	W/O 7/1, 7/8	WEDNESDAY	6/26, 7/3
	NOTICIERO COLOMBIANO	NEW YORK	ROP	WEEKLY	N/A	$800	5 X 7 (I) 2/C	2	$1,600	W/O 6/24, 7/8	THURSDAY	6/24, 7/8
	EL HISPANO	PHILADELPHIA	ROP	WEEKLY	10,000	$1,290	5 X 8 (I) 2/C	2	$2,580	W/O 6/24, 7/8	THURSDAY	6/24, 7/8
	VISTA	NY REGION	SUPPLEMENT	WEEKLY	142,100	$5,214	PAGE 4/C	1	$5,214	7/7	SUNDAY	6/11
								TOTAL MARKET	$32,720			
								GRAND TOTAL	$32,720			

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09-Apr-91

1991 MARLBORO AUTORACING
COMMUNITY MARKETING PROGRAMS
HISPANIC
(REVISION 5)

MARKET/EVENT	PUBLICATION	MARKET	VEHICLE	FREQUENCY	CIRC.	COST/ INS	UNIT	# INS	TOTAL COST	INSERT DATE(S)	ISSUE DATE	MATERIAL CLOSING DATE
MONTEREY, CA	LA OPINION	LOS ANGELES	ROP	DAILY	109,079	$1,442	6 X 10.5 (B) 2/C	2	$2,884	10/11, 10/18	FRIDAY	10/8, 10/15
MONTEREY	HI CASA	LOS ANGELES	ROP	BI-WEEKLY	100,000	$1,549	5 X 6.5 (E) 2/C	2	$1,098	9/25, 10/9	WEDNESDAY	9/16, 9/30
OCTOBER 20	EASTERN GROUP	LOS ANGELES	ROP	WEEKLY	54,985	$1,370	6 X 10.5 (B) 2/C	2	$2,740	W/O 10/7, 10/14	THURSDAY	10/8, 10/15
	NOTICIAS DEL MUNDO	LOS ANGELES	ROP	DAILY	N/A	$817	6 X 10.5 (B) 2/C	2	$1,634	10/11, 10/18	FRIDAY	10/7, 10/14
	MUNDO ARTISTICO	LOS ANGELES	ROP	WEEKLY	99,841	$2,265	6 X 10.5 (B) 2/C	2	$4,530	W/O 10/7, 10/14	THURSDAY	10/1, 10/8
	EL POPULAR	BAKERSFIELD	ROP	WEEKLY	25,000	$1,160	6 X 10.5 (B) 2/C	2	$2,320	W/O 10/7, 10/14	THURSDAY	10/4, 10/11
	EL SOL	SALINAS	ROP	WEEKLY	13,000	$780	6 X 10.5 (B) 2/C	2	$1,560	W/O 10/7, 10/14	THURSDAY	10/3, 10/10
	EL MENSAJERO	SAN FRANCISCO	ROP	WEEKLY	23,564	$1,736	6 X 10.5 (B) 2/C	2	$3,472	W/O 10/7, 10/14	WEDNESDAY	9/27, 10/4
	EL BOHEMIO	SAN FRANCISCO	ROP	WEEKLY	N/A	$1,464	6 X 10.5 (B) 2/C	2	$2,952	W/O 10/7, 10/14	WEDNESDAY	9/30, 10/7
	EL OBSERVADOR	SAN JOSE	ROP	WEEKLY	21,713	$702	5 X 6.5 (F) 2/C	2	$1,564	W/O 10/7, 10/14	WEDNESDAY	10/2, 10/9
	LA OFERTA	SAN JOSE	ROP	WEEKLY	10,000	$1,600	6 X 10.5 (B) 2/C	2	$3,200	W/O 10/7, 10/14	WEDNESDAY	10/2, 10/9
	EL MUNDO	OAKLAND	ROP	WEEKLY	N/A	$1,810	6 X 10.5 (B) 2/C	2	$3,620	W/O 10/7, 10/14	WEDNESDAY	10/4, 10/11
								TOTAL MARKET	$33,554			
								GRAND TOTAL	$33,554			
NATIONAL SUPPORT	VISTA	NATIONAL	SUPPLEMENT	WEEKLY	919,000	$22,100	SPREAD (4C)	1	$22,550	5/19*	SUNDAY	4/23
	HAS	NATIONAL	MAGAZINE	BI-MONTHLY	565,000	$14,400	2D-PG 1 (4C) **	1	$14,400	MAY/JUNE	MONDAY	4/5
								GRAND TOTAL HISPANIC AUTORACING	$132,288			

* COST IS ESTIMATED AND BALANCE OF SCHEDULE TO BE DETERMINED.

** PAGE 1 FUNDED BY HISPANIC AUTORACING ($14,400) AND SECOND COVER FUNDED BY BRAND ($17,000).

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